

REMARKS

Applicants have carefully reviewed the Office Action dated October 6, 2003. Claims 1-15 are pending in this application. Applicants have amended Claims 1, 2, 4, 5, 7, 8 and 11 to more clearly point out the present inventive concept. Claim 6 has been canceled. Reconsideration and favorable action is respectfully requested.

Claim 8 stands rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicants regard as the invention. Applicants have amended Claim 8 to remove the term "proximate" and insert therefore the term "substantially adjacent to." This is believed to overcome the indefinite rejection.

Claims 1-15 stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Leatherman et al.* in view of *Finley et al.* and further in view of *Thayer et al.* and Official Notice.

Applicants' present inventive concept, as defined by the amended claims, is directed toward the concept set forth in the original Claim 1 and the original Claim 6, which original Claim 6 has been incorporated into original Claim 1. In general, advertising information is distributed through a plurality of fuel dispensers that are interfaced to a master interface system that is operable for storing advertising information. This advertising information is then transmitted to each of the display subassemblies in each of the fuel dispensers by executing predetermined programming of the advertising information. Therefore, this advertising information that is pre-stored at the master interface system can then be disseminated in accordance with this predetermined program. Further, the master interface system is operable to download information from the central office system, which central office system is operable to store advertising information for distribution to other master interface systems disposed remote locations. Further, the programming distribution of the information is synchronized with the programming information at the central office.

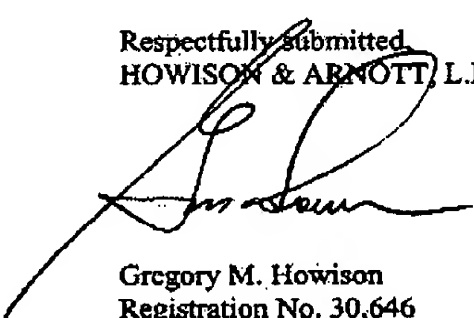
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The *Leatherman et al.* reference, as set forth by the Examiner, fails to teach the master interface system logging into a central office system to download updates of the information. The Examiner has utilized the *Finley et al.* reference to support his rejection. However, the amended claim now requires that there be a synchronization with the programming at the central location such that programming can be delivered in a substantially synchronous manner among different systems. As such, Applicants believe that the combination of *Finley* and *Leatherman* does not anticipate this concept set forth in the amended Claim 1. Further, the *Thayer* reference does not cure this deficiency either. Therefore, Applicants respectfully request the withdrawal of the 35 U.S.C. 103(a) rejection with respect to amended Claims 1-5 and 7-15.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/BLBV-25,378 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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